CONTRACT

WAVE-TV 725 South Floyd Street Please use this for correspondence onl Louisville, KY 40203 (502) 585-2201

wave3.com

And:

Crossroads Media 66 Canal Center Plaza Suite 555

Alexandria, VA 22314

	Contract / Revision	Alt Order #
	823770 /	06327453
Product		•
CROSSROADS GPS		
Contract Dates	Estimate #	
09/25/12 - 10/01/12	995	
Advertiser	Original Date / Revision	
ISS/Crossroad Grassroot	09/27/12 / 09/27/12	

Billing Cycle	Billing Cal	<u>endar</u>	Cash/Trade				
EOM/EOC	Broadcast		Cash				
<u>Station</u>	Account E	xecutive	Sales Office				
WAVE	meghan m	cgarr	HRP-Washingto				
Special Hand	ling						
Demographic							
Adults 35+	Adults 35+						
IDB#	Advertiser Code		Product Code				
	12		11				
Agency Ref		Advertiser	Ref				

		Spots/		Tot	als
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Type S	Spots	Amount
1 WAVE 09/28/12 09/28/12 Today Show 3 10-11am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Today Show 3 10-1 <u>Rate</u> \$150.00	:30	NM	1	\$150.00
2 WAVE 09/28/12 09/28/12 Friday Hour 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Dateline Fri 10-11p <u>Rate</u> \$750.00	:30	NM	1	\$750.00
3 WAVE 09/28/12 09/28/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	1135pm-1237xm <u>Rate</u> \$170.00	:30	NM	1	\$170.00
4 WAVE 09/28/12 09/28/12 WAVE 3 Listens 12pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	12-1pm <u>Rate</u> \$90.00	:30	NM	1	\$90.00
5 WAVE 09/28/12 09/28/12 Extra 230-3p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	2-3p <u>Rate</u> \$90.00	:30	NM	1	\$90.00
6 WAVE 09/28/12 09/28/12 WAVE 3 News 5-530pm Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	5-530pm <u>Rate</u> \$450.00	:30	NM	1	\$450.00
7 WAVE 09/28/12 09/28/12 WAVE 3 News 530-6pm Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	530-6pm <u>Rate</u> \$500.00	:30	NM	1	\$500.00
8 WAVE 09/28/12 09/28/12 WAVE Sunrsie III 6-7am Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	6-7am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
9 WAVE 09/28/12 09/28/12 NBC Nightly News Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	NBC Nightly News Rate \$1,000.00	:30	NM	1	\$1,000.00
10 WAVE 09/28/12 09/28/12 WAVE 3 @ 7 PM Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	M-F 6:58-7:27 PM <u>Rate</u> \$600.00	:30	NM	1	\$600.00
11 WAVE 09/28/12 09/28/12 NBC Today Show Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u>	:30	NM	1	\$425.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WAVE-TV
725 South Floyd Street
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823770 06327453 Estimate # Product CROSSROADS GPS 995 09/25/12 - 10/01/12

Contract / Revision

Advertiser ISS/Crossroad Grassroot Original Date / Revision 09/27/12 / 09/27/12

Alt Order#

				133/0	10551040	d Grassioot				
					_	Spots/			Tota	
*Line Ch Start	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$425.00						
12 WAVE 09/28 <u>Start Date</u> Week: 09/24/12	/12 09/28/1 End Date 09/30/12	2 WAVE 3 Ne Weekdays 1	ews 730-8pm (M- <u>Spots/Week</u> 1	FM-F 7:30-8:00 PM <u>Rate</u> \$475.00		:30		NM	1	\$475.00
13 WAVE 09/28 Start Date Week: 09/24/12	/12 09/28/1 End Date 09/30/12	2 NBC Today Weekdays 1	Show II 9-10AM Spots/Week 1	9-10am <u>Rate</u> \$240.00		:30		NM	1	\$240.00
14 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 Today Shov Weekdays 1	v 3 10-11am <u>Spots/Week</u> 1	Today Show 3 10-1 <u>Rate</u> \$150.00		:30		NM	1	\$150.00
15 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 Late News I Weekdays 1	И-F <u>Spots/Week</u> 1	11-1136p <u>Rate</u> \$450.00		:30		NM	1	\$450.00
16 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 <u>End Date</u> 10/07/12	2 Tonight Sho Weekdays 1	Spots/Week	1135pm-1237xm <u>Rate</u> \$170.00		:30		NM	1	\$170.00
17 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 WAVE 3 Lis Weekdays 1	stens 12pm <u>Spots/Week</u> 1	12-1pm <u>Rate</u> \$90.00		:30		NM	1	\$90.00
18 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 America No <u>Weekdays</u> 1	w 2-230pm Spots/Week 1	2-3p <u>Rate</u> \$90.00		:30		NM	1	\$90.00
19 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 WAVE Sun Weekdays 1	rise I (5-5:30am) <u>Spots/Week</u> 1	5-5:30am <u>Rate</u> \$100.00		:30		NM	1	\$100.00
20 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 WAVE 3 Ne <u>Weekdays</u> 1	ews 5-530pm Spots/Week 1	5-530pm <u>Rate</u> \$450.00		:30		MM	1	\$450.00
21 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 WAVE 3 No Weekdays 1	ews 530-6pm Spots/Week 1	530-6pm <u>Rate</u> \$500.00		:30		NM	1	\$500.00
22 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	2 WAVE 3 Ne Weekdays 1	ews 6-630pm Spots/Week 1	6-6:30pm <u>Rate</u> \$600.00		:30		MM	1	\$600.00
23 WAVE 10/01 <u>Start Date</u> Week: 10/01/12		2 NBC Today <u>Weekdays</u> 1	Show Spots/Week 1	7-9am <u>Rate</u> \$425.00		:30		NM	1	\$425.00
24 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 <u>End Date</u> 10/07/12	2 NBC Today <u>Weekdays</u> 1	Show II 9-10AM Spots/Week 1	9-10am <u>Rate</u> \$240.00		:30		NM	1	\$240.00
25 WAVE 09/29 <u>Start Date</u> Week: 09/24/12	/12 09/30/1 End Date 09/30/12	2 NBC Golf <u>Weekdays</u> SS	Spots/Week 2	Ryder Cup 12-6p <u>Rate</u> \$400.00		:30		NM	2	\$800.00
26 WAVE 10/01 <u>Start Date</u> Week: 10/01/12	/12 10/01/1 End Date 10/07/12	12 WAVE Sun Weekdays 1	rise II (5:30-6am <u>Spots/Week</u> 1) 530-6am <u>Rate</u> \$150.00		:30		NM	1	\$150.00
27 WAVE 09/29 <u>Start Date</u> Week: 09/24/12	/12 09/29/1 End Date 09/30/12	2 WAVE Satu <u>Weekdays</u> 1-	irday Sunrise 6ai <u>Spots/Week</u> 1	rr6-7am <u>Rate</u> \$125.00		:30		MM	1	\$125.00

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Alt Order#



725 South Floyd Street
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823770 06327453 Product Estimate # 09/25/12 - 10/01/12 CROSSROADS GPS 995

Contract / Revision

Advertiser Original Date / Revision 09/27/12 / 09/27/12 ISS/Crossroad Grassroot

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	ISS/Cro	ossroad Grassroot	09/2//12 /	09/2//12	
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spot	Totals S Amou	unt
•		Day's Length Week Mate	Турс Орок	7 7 7 11100	CITE CONTRACTOR
Start Date End Date Weekdays Spots/Week 28 WAVE 09/29/12 09/29/12 NBC Saturday Today Show Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1- 1	Rate 7-9am <u>Rate</u> \$325.00	:30	NM	1 \$325	25.00
29 WAVE 09/30/12 09/30/12 Late News Following NFL Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	Late News Followir <u>Rate</u> \$375.00	:30	NM	1 \$375	5.00
30 WAVE 09/30/12 09/30/12 WAVE 3 News 6pm-Sun Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	6-630pm <u>Rate</u> \$450.00	:30	NM	1 \$450	0.00
31 WAVE 09/30/12 09/30/12 WAVE Sunday Sunrise 6a Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	6-7am <u>Rate</u> \$90.00	:30	NM	1 \$90	0.00
32 WAVE 09/30/12 09/30/12 WAVE Sunday Sunrise 7a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	7-8am <u>Rate</u> \$150.00	:30	NM	1 \$150	0.00
33 WAVE 09/30/12 09/30/12 NBC Sunday Today Show Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	8-9am <u>Rate</u> \$425.00	:30	NM	1 \$425	5.00
34 WAVE 09/27/12 09/27/12 Today Show 3 10-11am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Today Show 3 10-1 <u>Rate</u> \$150.00	:30	NM	1 \$150	0.00
35 WAVE 09/27/12 09/27/12 Thursday Hour 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Rock Ctr Thr 10-11 <u>Rate</u> \$800.00	:30	NM	1 \$800	0.00
36 WAVE 09/27/12 09/27/12 Late News M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	11-1136p <u>Rate</u> \$450.00	:30	NM	1 \$450	0.00
37 WAVE 09/27/12 09/27/12 Tonight Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	1135pm-1237xm <u>Rate</u> \$170.00	:30	NM	1 \$170	0.00
38 WAVE 09/27/12 09/27/12 WAVE 3 Listens 12pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	12-1pm <u>Rate</u> \$90.00	:30	NM	1 \$90	0.00
39 WAVE 09/27/12 09/27/12 Extra 230-3p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	2-3p <u>Rate</u> \$90.00	:30	MM	1 \$90	0.00
40 WAVE 09/27/12 09/27/12 WAVE Sunrise I (5-5:30am) Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	5-5:30am <u>Rate</u> \$100.00	:30	NM	1 \$100	0.00
41 WAVE 09/27/12 09/27/12 WAVE 3 News 5-530pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	5-530pm <u>Rate</u> \$450.00	:30	NM	1 \$450	0.00
42 WAVE 09/27/12 09/27/12 WAVE 3 News 530-6pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	530-6pm <u>Rate</u> \$500.00	:30	NM	1 \$500	0.00
43 WAVE 09/27/12 09/27/12 WAVE 3 News 6-630pm Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	6-6:30pm <u>Rate</u> \$600.00	:30	NM	1 \$600	0.00
44 WAVE 09/27/12 09/27/12 NBC Today Show	7-9am	:30	NM	1 \$425	5.00

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Contract / Revision Alt Order # 823770 06327453 Product Estimate # CROSSROADS GPS 995

<u>Advertiser</u> ISS/Crossroad Grassroot

09/25/12 - 10/01/12

Original Date / Revision / 09/27/12 09/27/12

Spots/ Totals Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Amount Days *I ine Start Date **End Date** Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 ---1--\$425.00 1 NM \$240.00 NBC Today Show II 9-10AM 9-10am :30 1 WAVE 09/27/12 09/27/12 Start Date End Date Weekdays Spots/Week Rate \$240.00 Week: 09/24/12 09/30/12 --1---Today Show 3 10-1 NM \$150.00 Today Show 3 10-11am :30 1 46 WAVE 09/25/12 09/25/12 End Date Weekdays Spots/Week Rate Start Date Week: 09/24/12 09/30/12 \$150.00 11-1136p :30 NM 1 \$450.00 WAVE 09/25/12 09/25/12 Late News M-F Start Date **End Date** Weekdays Spots/Week Rate Week: 09/24/12 -1----\$450.00 09/30/12 1 :30 \$170.00 1135pm-1237xm NM 48 WAVE 09/25/12 09/25/12 Tonight Show **End Date** Weekdays Spots/Week Start Date Rate \$170.00 Week: 09/24/12 09/30/12 -1----1 :30 NM 1 \$90.00 12-1pm WAVE 09/25/12 09/25/12 WAVE 3 Listens 12pm Spots/Week End Date Rate Start Date <u>Weekdays</u> Week: 09/24/12 -1----\$90.00 09/30/12 NM \$90.00 WAVE 09/25/12 09/25/12 America Now 2-230pm 2-3p :30 1 Start Date End Date Weekdays Spots/Week Rate \$90.00 Week: 09/24/12 09/30/12 \$100.00 NM WAVE Sunrise I (5-5:30am) 5-5:30am :30 1 WAVE 09/28/12 09/28/12 **End Date** Spots/Week Rate Start Date <u>Weekdays</u> Week: 09/24/12 09/30/12 \$100.00 :30 NM 1 \$450.00 WAVE 09/25/12 WAVE 3 News 5-530pm 5-530pm 09/25/12 Start Date **End Date** Weekdays Spots/Week Rate \$450.00 Week: 09/24/12 09/30/12 530-6pm \$500.00 :30 NM WAVE 09/25/12 09/25/12 WAVE 3 News 530-6pm Spots/Week End Date Start Date Rate <u>Weekdays</u> Week: 09/24/12 09/30/12 -1----\$500.00 NM \$600.00 :30 1 WAVE 3 News 6-630pm 6-6:30pm WAVE 09/25/12 09/25/12 Spots/Week **End Date** Rate Start Date <u>Weekdays</u> Week: 09/24/12 09/30/12 \$600.00 NM \$600.00 WAVE 3 @ 7 PM M-F 6:58-7:27 PM :30 1 WAVE 09/25/12 09/25/12 Start Date **End Date** Weekdays Spots/Week Rate \$600.00 Week: 09/24/12 09/30/12 :30 NM \$425.00 WAVE 10/01/12 **NBC Today Show** 7-9am 10/01/12 Spots/Week Start Date **End Date** Weekdays Rate \$425.00 10/07/12 Week: 10/01/12 NBC Today Show II 9-10AM 9-10am NM \$240.00 :30 WAVE 09/25/12 09/25/12 Start Date **End Date** Weekdays Spots/Week Rate \$240.00 Week: 09/24/12 09/30/12 -1-1 Today Show 3 10-1 :30 NM \$150.00 WAVE 09/26/12 09/26/12 Today Show 3 10-11am **End Date** Spots/Week Weekdays Rate Start Date 1 \$150.00 Week: 09/24/12 09/30/12 --1---NM \$170.00 :30 WAVE 09/26/12 09/26/12 **Tonight Show** 1135pm-1237xm Spots/Week Rate Start Date **End Date** Weekdays \$170.00 Week: 09/24/12 09/30/12 NM \$90.00 :30 1 WAVE 09/26/12 09/26/12 WAVE 3 Listens 12pm Spots/Week Start Date **End Date** <u>Weekdays</u> Rate \$90.00 09/30/12 Week: 09/24/12 -1----1

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WAVE-TV 725 South Floyd Street Please use this for correspondence onl Contract Dates Contract / Revision Alt Order # 06327453 823770

Louisville, KY 40203 (502) 585-2201

Product Estimate # CROSSROADS GPS 995

wave3.com

Original Date / Revision Advertiser 09/27/12 / 09/27/12 ISS/Crossroad Grassroot

	L				
	0	Spots/	Double There		tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
61 WAVE 09/26/12 09/26/12 Extra 230-3p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	2-3p <u>Rate</u> \$90.00	:30	NM	1	\$90.00
62 WAVE 09/26/12 09/26/12 WAVE 3 News 5-530pm Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	5-530pm <u>Rate</u> \$450.00	:30	ИМ	1	\$450.00
63 WAVE 09/26/12 09/26/12 WAVE 3 News 530-6pm Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	530-6pm <u>Rate</u> \$500.00	:30	NM	1	\$500.00
64 WAVE 09/26/12 09/26/12 WAVE Sunrsie III 6-7am Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	6-7am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
65 WAVE 09/26/12 09/26/12 NBC Nightly News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	NBC Nightly News Rate \$1,000.00	:30	NM	1	\$1,000.00
66 WAVE 09/26/12 09/26/12 NBC Today Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	7-9am <u>Rate</u> \$425.00	:30	NM ^s	1	\$425.00
67 WAVE 09/26/12 09/26/12 WAVE 3 News 730-8pm (M	-FM-F 7:30-8:00 PM <u>Rate</u> \$475.00	:30	NM	1	\$475.00
68 WAVE 09/26/12 09/26/12 NBC Today Show II 9-10AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	/ 9-10am <u>Rate</u> \$240.00	:30	NM	1	\$240.00
69 WAVE 09/26/12 09/26/12 Wednesday Hour 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	L&O SVU <u>Rate</u> \$925.00	:30	NM	1	\$925.00
		Tota	ils	70	\$24,240.00

09/25/12 - 10/01/12

of Spots Net Amount Time Period **Gross Amount** 08/27/12 -09/30/12 57 \$20,400.00 \$17,340.00 \$3,840.00 \$3,264.00 10/01/12 -10/01/12 13 Totals 70 \$24,240.00 \$20,604.00

Signature:	Date:	

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	ate
I, Stephanie do hereby reque	Maroney est station time conc	erning the follow	ving issue:	i jayla saa	
Crossroads (GPS (Grassroots	Policy Strateg	gies)		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Total Char	ges:				
This broadcast t	time will be used by	:_ Crossroad	s GPS		
Does the p	orogramming (elating to any	in whole or political m	in part) (atter of n	communicate ational impo	e "a ortance?"
	□ Yes			× No	

importance," list the name of the	nicates a message relating to any pe e legally qualified candidate(s) the ate(s) of the election(s) (if applica	e programming refers to, the
For programming that "commun importance," attach Agreed Upo	icates a message relating to any pon Schedule (Page 3)	olitical matter of national
I represent that the payment for	the above described broadcast tim	ne has been furnished by:
Crossroads GPS, 1404 N Margee Clancey-Treasur	lew York Ave. NW, Washingt er Steven Law- Board Chairı	on DC 20005 man (703)989-6167
and you are authorized to annou furnishing the payment, if other	nce the time as paid for by such po than an individual person, is:	erson or entity. The entity
a corporation; a comm	nittee; 🗵 an association; 🗌 or	r other unincorporated group.
The names, offices, and addresse agents of the entity are named be	es of the chief executive officers, on the chief executive officers, on the chief executive of the chief executive	directors, and/or authorized :
THIS STATION DOES NOT DI OF RACE OR ETHNICITY IN T		SCRIMINATION ON THE BASIS SING.
I agree to indemnify and hold harn reasonable attorney's fees, that may	nless the station for any damages of the control of	or liability, including above-requested
advertisement(s). For the above-s transcript, or tape, which will be	tated broadcast(s), I also agree t	to prepare a script,
before the time of the scheduled l	broadcasts.	ET
TO BE SIG	GNED BY ISSUE ADVE	RTISER
9/21/12 Str	W/my_	703-299-1760
Date	Signature	Contact Phone Number
TO BE SIGN	IED BY STATION REP	RESENTATIVE
☐ Accepted	Accepted in Part	☐ Rejected
Signature	Printed Name	Title